

## LONG BEACH YOUTH AND GANG VIOLENCE PREVENTION INITIATIVE

### Task Force Meeting

September 13, 2004

#### Meeting Summary

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The Long Beach Youth and Gang Violence Prevention Task Force met on Monday, September 13<sup>th</sup> to continue development of strategies to achieve the Task Force directive. Marc Rothenberg, Vice Chair, opened the meeting with self-introductions and reviewed the meeting agenda.

- Vice Chair Rothenberg's opening statements included the recommendation that an additional Action Team - Youth Education - be part of the Task Force.
- Vice Chair Rothenberg announced that two books - Rainbow of Gangs and Why They Kill are available for Task Force members and encouraged the members to read them.
- Vice Chair Rothenberg stated that he would like time for

Guest speaker Reverend Larry Ginn shared information about family enhancement, including the challenges and resources to parenting youth from the ages of three – 18.

The Action Teams continued discussion of the following:

1. Overall Action Team Goal/Desired Outcome
  2. Proposed Actions to Reach Goal/Desired Outcome
  3. Identified Action's Key Participants (individuals, groups, and/or organizations)
  4. Identified Action's Timeframe (in increments of months or years)
  5. Identified Action's Potential Funding Source
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The following summarizes the discussion from each Action Team:

### **RESEARCH AND RESOURCE**

Lead staff person: Cecile Walters

Team members present: Mike Gillette, Bill Ward, Rene Castro

**Team Goal/Desired Outcome:** *1) Analysis of Beats Four and Five, a high crime neighborhood and identification of resources and needs*

- Identify best practices. Utilize the Balridge Model as a means to assess current resources within the target area.
- Be aware of the abundance of language barriers in the community.

## ACTION TEAM WORK PROGRAM OUTLINES

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- Identify social service agencies, such as employment improvement programs, that assist the community.
- Enhance technical capacity of these agencies.
- Utilize existing data, such as “Empower Long Beach” application
- Have meetings between monthly meetings
- Conduct site visits, i.e., Long Beach City College

### **YOUTH EMPLOYMENT**

Lead staff person: Brian Rogers

Team members present: Mike Bassett

**Team Goal/Desired Outcome:** *Find ways to increase job opportunities for youth!*

- Discussed identifying job opportunities for youth and considered referring this effort to Workforce Development

### **YOUTH ENGAGEMENT**

Lead staff person: Keith Kilmer

Team members present: Darren Collins, Hillary Rivers, Sotheara Chhay, Lou Santos, Leo Hunt, Dave San Jose, Alvin Bernstein, Marc Rothenberg, Raymond Chavarria, Barbara Smith & Diana Pinedo

**Team Goal/Desired Outcome:** *Find ways to engage youth in the process.*

- Early intervention - start with 4<sup>th</sup> and 5<sup>th</sup> grade students and target them until 24 years of age
- Identify role Models
- Emphasize respect
- Participation should count towards community service
- Develop an outreach plan
- Develop a calendar of events

### **MEDIA**

*Human Relations Commission Recommendation # 5: “... develop a public awareness campaign modeled after the anti-tobacco initiative campaign to communicate anti-gang messages which de-glorifies and de-glamorized violence through the promotion of positive character and community and social values, e.g., integrity, responsibility, accountability and respect.*

## ACTION TEAM WORK PROGRAM OUTLINES

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Lead staff person: Erroll Parker

Team Members present: Craig Watson, Dan Murphy, James Saucedo, Enrique Castro,  
Jud Schoendorf

**Team Goal/Desired Outcome:** *Development of a multi-dimensional media plan that gives a relevant voice to the suffering populations in Long Beach and conveys positive messages and role models for youth and families.*

Develop a campaign that deals with:

- Behavioral Change
- Attitude Change
- Awareness and Engagement
- Look for a reduction of violence over a time period in a target location/area.
- Consider which events motivate behavior
- Develop an action plan for pre-research

### **PARENTING**

Lead staff person: Chris Burcham, Karen Hilburn

Team members present:

**Team Goal/Desired Outcome:** *Specialized parenting education*

*unavailable*